Nintendo

GAME BOY

GAME BOY ADVANCE SP

Launch Date:	March 23rd, 2003
MSRP::	$99.95
Size:	Approx. Height (closed): 3.33" x Width 3.23" x Depth 0.96"
CPU:	32-Bit RISC-CPU with imbedded memory
Screen:	2.9" Reflective TFT Color LCD
Light Source:	Front lights have been integrated with existing reflective LCD
Display Size:	1.61" x 2.41" (identical to Game Boy Advance)
Resolution:	240 x 160 pixels (identical to Game Boy Advance)
Color:	Simultaneously displays more than 32,000 colors (identical to Game Boy Advance)
Weight:	Approx. 5 ounces
Power Supply:	Rechargable Lithium-Ion Battery
Battery Life:	10 hours continuous play with 3 hours recharging 18 hours continuous play with light function disabled
Hardware Colors:	Platinum, Cobalt, Flame, and Onyx.

Accessories:

e-Reader, Game Boy Advance Game Link cable, Nintendo GameCube Game Boy Advance cable, Game Boy Advance SP headphone jack adapter.

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Questions and Answers: Game Boy Advance SP

1. Are you going to stop producing the current Game Boy Advance? Will you drop the price of Game Boy Advance? Game Boy Advance SP is an expansion of the Game Boy Advance (GBA) line, not a product replacement for the current unit. We plan to continue to manufacture the GBA with different features, The current GBA is more than meeting the needs of millions of players in America alone. GBA SP also is for those who want more game play flexibility in more lighting conditions.

2. What is the difference between the "front-lighting" and "back-lighting" technology? Front-lighting comes from all four of its sides. The light reflects off the screen to illuminate the entire surface. The light sources are from the side but the lighting effect is in front of the screen. Backlighting was not an option as Nintendo wanted to conserve battery life on the unit.

3. Since this battery can be recharged, will the adapter come with the purchase of a system or sold separately? The SP includes the rechargeable battery and adapter.

4. Why the folding system? There are several advantages to the new folding design, especially the sleek, hi-tech look to it. The screen also remains highly protected since with the folding capability. Gameplay and compact size were the two large concerns in the SP design.

5. Is this an acknowledgement that your strategy of releasing the original GBA without a light was a mistake? Having sold through 11.5 million hardware units in America alone in little more than a year's time...with it equaling sales of the PS2 running up to the end of 2002... we only wish we had more mistakes like that!

6. You've repeatedly said that you couldn't do a backlit GBA because of reduced battery life. What changed? How long have you been working on this new system? We've been working on this issue since June, 2000 when we began to develop the GBA SP. With a lithium-ion battery that will play with full lighting for ten hours after a three-hour charge, we've finally found a balance perfect for players.

The technology was not in place at the time we introduced the Game Boy Advance. We've been working on this for several years. Only now were able to provide this system at an affordable price with an adequate battery life.